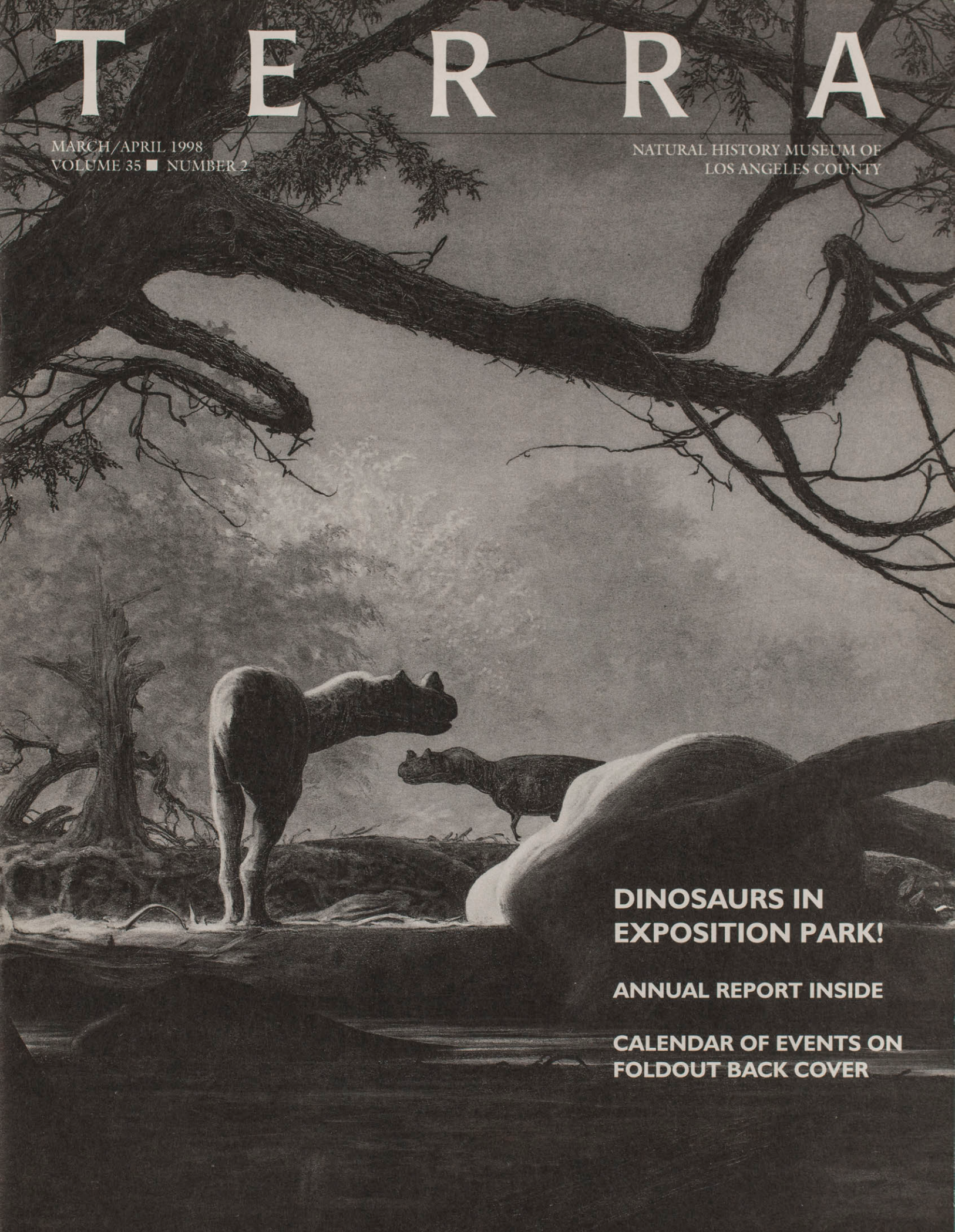


TERRA



MARCH/APRIL 1998
VOLUME 35 ■ NUMBER 2

NATURAL HISTORY MUSEUM OF
LOS ANGELES COUNTY

**DINOSAURS IN
EXPOSITION PARK!**

ANNUAL REPORT INSIDE

**CALENDAR OF EVENTS ON
FOLDOUT BACK COVER**

MUSEUM ON THE MOVE

■ VAHE SIMONIAN JOINS MUSEUM STAFF

Dr. Vahe Simonian has been named senior vice-president for development for the Natural History Museum. Dr. Simonian most recently held the same title at the California Science Center in Exposition Park, where he raised more than \$33 million in grants and corporate gifts.

After receiving a B.A. with honors from Pepperdine College and a B.D. from Princeton Theological Seminary, Dr. Simonian was a Merrill Fellow at Harvard Divinity School; from 1970 to 1982 he was senior pastor at the Pasadena Presbyterian Church. His career as a fund-raising administrator has included positions at Saint John's Hospital in Santa Monica and the Los Angeles Council of the Boy Scouts of America. He has been active in the Rotary Club and served on the board of directors of the YMCA and as a member of the Tournament of Roses.

In announcing Dr. Simonian's appointment, Dr. James L. Powell, the museum's president and director, called it a signal of a new era for the museum. "The museum wants to reinvent itself for the twenty-first century, with exciting new exhibits and increased public outreach, and this will require significant new sources of revenue," said Dr. Powell. "It is vital that we have someone on board with Dr. Simonian's far-reaching abilities—his expertise in development, his knowledge of major capital campaigns, and his contacts in the business and foundation worlds are unmatched."

Dr. Simonian will be responsible for all aspects of development and fund-raising for the museum, including planned giving programs, acquisition of grants and foundation and corporate funding, and membership programs. He will be assisted by the museum's vice-president for development, Vincent Beggs.

■ NEW CHIEF OF EDUCATION

Linda M. Abraham has been appointed chief of education for the Natural History Museum, with responsibility for educational activities and events, outreach programs, and docents and volunteers at the four institutions in the museum complex.

Ms. Abraham, who received her B.A. in the classics from UCLA and is completing requirements for an M.B.A. at Pepperdine University, began her museum career as an instructor on the Earthmobile. From 1995 to 1997 while serving as Public Programs Coordinator, she developed and implemented a calendar of events for adults, families, and children that resulted in dramatic increases in participation by museum members and visitors.

In her new position, Ms. Abraham will over-

see a team of fifty education professionals as well as a host of consulting instructors and guest lecturers. As a member of the museum's senior staff, she will have an important role in developing new approaches to public programming.

Ms. Abraham was named to her new position at the end of an intense national search. As he announced the appointment, Dr. James L. Powell, museum president and director, noted the respect Ms. Abraham has earned from her museum colleagues and said, "I am pleased that it worked out that the best person in the country for this position was right here all along."

■ JURASSIC TRAFFIC JAM

On Friday, January 16, Los Angeles area commuters were astonished to encounter a new road hazard: a dinosaur Sigalert. With her usual creativity and enthusiasm, Media Relations Director Gina Ward managed to turn a routine delivery of materials for the Natural History Museum's *Dinosaurs!* exhibit into an event that garnered print and broadcast attention for the museum in Los Angeles and in cities across the U.S., from Portland, Oregon, to New York City and Washington, D.C.

Realizing that robotic dinosaur sculptures, some over 15 feet high, had to be transported to the museum for exhibition from their warehouse in Woodland Hills, Ms. Ward decided to make part of the move as public as possible and to give motorists in the morning rushhour—potential museum visitors that they are—a preview of the show. Her plan involved a flatbed truck with a 22-foot-long *Albertosaurus* strapped to it and faxed warnings about the move to all Southland radio and television stations and newspapers. When the Los Angeles County vehicle originally lined up for the job was needed elsewhere, Dr. John Heyning, the museum's Curator of Mammals, offered the use of his "Whale-mobile," a specially outfitted Ford truck most often seen hauling stranded dead whales to the museum.

At 6 a.m., Dr. Heyning, Susan Lucas of Marketing and Communications, and Ron Bender of Crafts set off on the 101 Freeway with the toothy *Albertosaurus* (a relative of *Tyrannosaurus rex*) securely fastened to the truck's platform. As they traveled toward downtown, Ms. Lucas relayed their positions to the museum by cell phone, and Ms. Ward passed the information along to the radio and television stations, whose helicopter reporters were flying overhead. *Los Angeles Times* Photographer Rick Meyer had stationed himself on a freeway overpass to try and get his shot.

The progress of the beast was tracked in local morning traffic updates, and the event was



covered in the evening news by fifteen stations across the country. The *Albertosaurus* and 13 of its fellow dinosaurs are now delighting Exposition Park museum visitors with their calls and antics, through mid-May.

DONORS & MEMBERS NEWS

■ AN EVENING OF TREASURES: THE 1998 DINOSAUR BALL

Join us on Saturday, March 14, at the Museum of Natural History for the Sixteenth Annual Dinosaur Ball, where you will dine and dance among the "Treasures of the Museum." Enjoy the evening's festivities amidst spectacular and unique items from the museum's collections. Tickets for this exclusive gala event are \$300 per person; please call the Development Office at 213/763-3307 for information.

■ IN-DEPTH EXPERIENCES

The museum's support groups offer exciting ways to increase your involvement with the Natural History Museum. The Five Star Families recently enjoyed their Annual Celebration, complete with mask-making and tours of the museum's Africa exhibit. The Fellows have been busy attending a reception and lecture on Aztec human sacrifice, a slide show about communicating via sign language with chimpanzees, and a behind-the-scenes tour of Sea World with our own marine mammal expert, Curator Dr. John Heyning.

For information about ways to deepen your enjoyment of the museum beyond regular membership, please contact the Support Groups Office at 213/763-3307.

■ SHARE THE GIFT OF WONDER

Natural History Museum members are our greatest advocates—your enthusiasm about our collections, exhibitions, and educational programs is simply contagious! The Membership Services Office would like to send you informational brochures to pass along to family members, friends, and associates who might be interested in also becoming members. Please call us at 213/763-3426 for more information.



PRESIDENTS' MESSAGES

The Natural History Museum's trustees and staff and I believe that the institution's mission is now more vital than ever. As we prepare to redesign the Exposition Park museum's exhibitions so that they best serve that mission, we want to have the ideas of the museum's Members. Your enthusiasm for our collections and programs, made tangible through your membership renewals, visits, and other expressions of involvement, needs to be represented in our plan.—Dr. James L. Powell, Museum President and Director.

THANKS TO THE HARD WORK OF the museum staff and the generosity of my fellow trustees and all those who support the Natural History Museum, 1996–1997 was the best year that the museum has had in some time. Total attendance was up, budgets were balanced overall, and our endowment hit an all-time high. Two outstanding and well-marketed exhibits at Exposition Park—one on sharks and another on cats—brought in large crowds. New staff members Ken Gross at the Petersen Museum and Vincent Beggs, who began in Education and then moved to Development, are providing excellent leadership.

We are not resting on our laurels but are seeking ways to improve our exhibits and to draw even more attention to all our museums. In May 1998, our new attraction—*Tyrannosaurus* and *Triceratops: The Duel in Bronze*—will open on Exposition Boulevard, at the same time that delegates from the American Association of Museums are visiting Los Angeles for their annual convention. Planning is underway for a new dinosaur hall in the Exposition Park facility, part of

an effort to renew and revitalize our flagship museum.

We are confident that we will be successful in this effort. The museum's mission—to enable people of all ages, backgrounds, and interests to understand and appreciate their natural and cultural heritage—is understood and endorsed not only by our own trustees, who will take the lead in obtaining funding for improvements, but by many people across southern California. As we develop our plans for a museum for the new millennium and communicate those plans effectively to funders and friends of the museum, we know that we will find support that is both broad and deep.

Meanwhile, we are grateful to the County of Los Angeles and its Board of Supervisors, which provides half of our total funding, and to all those generous friends and visitors who help to provide the rest. We pledge to live up to the trust that you have placed in the museum.

KEVIN W. SHARER
President, Board of Trustees
Natural History Museum of
Los Angeles County

Cover: A few of the 3,951 Zuni fetishes donated to the Natural History Museum during the report year by Dr. and Mrs. Boyd W. Walker.

The Walkers began collecting the miniature carvings in 1968, when artists had just entered a major period of experimentation, using new stones and shells to portray unconventional subjects and exotic animals.

IT IS THE NATURE OF AN ANNUAL REPORT to review and sum up progress made over the previous year and in particular to thank those who have contributed to the success of the organization. Some of the people who assisted in our most exciting accomplishments for 1996–1997 are honored in the text and illustrations that follow. Here, I want to echo the theme established by Kevin Sharer and to share with our readers what I see as important steps on the path to the museum's future. I am also inviting you to participate in a very exciting process.

In a natural history museum, as in one's personal and professional life, it is necessary now and again to pause to take stock. To paraphrase Socrates, the unexamined museum is not worth supporting. There are many reasons why a museum should periodically examine its public programming with a critical eye, and your natural history museum is currently engaged in rigorous review of its exhibits and use of public spaces.

Any museum, unless it is brand new, contains permanent galleries that have been added at different times over its history—some may have become



Zev Yaroslavsky, Supervisor of the Third District, County of Los Angeles (left), and Museum President and Director Dr. James L. Powell with a scale model of "The Duel in Bronze," a 40-foot-long sculpture to be placed at the entrance of the Museum of Natural History in 1998.

During the year, the Natural History Museum Foundation was a key component of a coalition of cultural, recreational, and public safety organizations supporting the Los Angeles County Park, Beach, and Recreation Act of 1996, which Supervisor Yaroslavsky authored. The act, presented on the November ballot as Proposition A and approved by over 60 percent of the voters, provides \$5 million in funding for capital improvements at the Exposition Park museum. The Duel in Bronze—a restoration of the museum's Tamkin Dueling Dinosaurs skeletal mounts—is just one of a number of enhancements to be underwritten by the bond measure.

With James R. Gilson, Vice-President for Governmental Affairs and General Counsel, representing the museum, the coalition continues to explore ways to work together to improve the "quality of life" institutions that are crucial to the health and vitality of the city.

outdated and no longer effective, and others, though still pertinent and successful, are certain to need refurbishment and modernizing. In our Exposition Park museum, the oldest of our large mammal halls dates back half a century; even these beloved and beautiful classic prototypes of natural history exhibits can be made more relevant to the issues of today.

In addition, as knowledge has increased through research, and as new collections are added, we find that some subjects not represented in our halls now could and should be the fo-

cus of new exhibits. Every reader of this report probably can think of an exciting science or history topic that is not currently addressed in the galleries of the Museum of Natural History.

We had all this in mind three months ago when I convened the staff of the museum and asked each person to conduct the following thought experiment. First, imagine that all of the exhibits in the Exposition Park museum have been carefully removed and stored in a warehouse, so that only empty halls and galleries remain. Ask yourself which exhibits you would

bring back (with perhaps a little refurbishing if necessary) and which you would not bring back, either because you think they are no longer effective or interesting or because room needs to be made for entirely new exhibits.

Some sixty staff members, approximately one-fourth of our employees, wrote out their thoughts and sent them to me. As I read the responses, it quickly became evident that this exercise had unleashed a great deal of pent-up creativity: the people who walk through the museum's halls each day in the course of their work had many ideas

for improving things, and there was a high degree of consistency in their thinking.

Next, more than fifty staff members and I spent a day in retreat, where we grouped and ordered the proposals for changing the museum. As the sessions proceeded, we found much agreement about what to keep, what to add, and where to place each exhibit. We were unanimous in the idea that our main special exhibit gallery, now located on the ground floor, should be moved to the first level. Everyone believed that our wonderful Gem and Mineral, Pre-Columbian, and California History halls should remain—they are rich in information and obviously relished by our visitors. Most thought the current dinosaur hall woefully inadequate.

Among the ideas for completely new exhibits were a hall of California natural history and a hall of marine life. New halls such as these would allow us to make a dramatic statement about environmental issues so crucial to our community and the world; we believe that they would also appeal to a wide audience and have potential for attracting funding.

At the workshop, we finally settled on several possible combinations of old and new exhibits for the museum; a smaller group of staff members is now refining these possibilities and preparing to present recommendations to the

Board of Trustees in spring.

As we plan, I would like to have the opinions of our members. Our records indicate that you made almost 12,000 individual visits to the Exposition Park museum in the past year; by joining the museum, you have indicated that you are not only interested but deeply committed members of our audience.

WHICH OF OUR EXHIBITS WOULD YOU retain, which would you replace, and what would you replace them with? As you consider these questions, you may want to read the "Overview" section of this report, where you will find a summary of the many unseen treasures in our collections and of the wealth of scholarly expertise and educational resources that we have at hand. Please respond by writing to me at the museum or contacting me via e-mail, at jpowell@bcf.usc.edu.

I thank you for your dedicated philanthropy and invite your comments on our future. Together, I believe we can enhance a soon to be rejuvenated Exposition Park with a dramatically improved, twenty-first century museum of natural history.

DR. JAMES L. POWELL
President and Director
Natural History Museum of
Los Angeles County

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As of February 1, 1998

OVERVIEW

The Natural History Museum exists to advance knowledge and to enable people of all ages, backgrounds, and interests to understand and appreciate their natural and cultural heritage. The museum assembles, conserves, interprets, and holds in trust collections of irreplaceable objects from nature and human history. These collections reveal the history of the Earth and the evolution and diversity of life and culture. They sustain programs of research, exhibits, education, and publication.—Mission statement, Natural History Museum of Los Angeles County

Four Museums

Thirty-five million specimens and artifacts spanning 4.5 billion years of Earth's history form the basis for the Natural History Museum's programs of research and interpretation. Since it opened to the public in 1913, the museum has grown to encompass four major cultural attractions, each with permanent as well as changing exhibitions, and a number of important scholarly and educational operations.

The **Museum of Natural History, Exposition Park**, is the fourth largest natural science and cultural history museum in the United States. Its 150,000 square feet of public galleries—which include halls devoted to gems and minerals, living and extinct mammals, dinosaurs, birds, Native American and pre-Columbian cultures, and U.S. and Southwest history—attract more than 360,000 visitors annually. Its architecturally distinguished building also houses the administration for the entire Natural History Museum complex as well as most of the institution's collections and research laboratories.

The **George C. Page Museum of La Brea Discoveries** in Hancock Park is located at the site of one of the world's richest deposits of Ice Age fossils. Its galleries, laboratories, and storerooms house the Rancho La Brea heritage—more than 3 million fossil plants and animals that have been excavated from the La Brea Tar Pits since the early 1900s. This vast collection, which is the basis for the museum's colorful displays of extinct creatures and prehistoric landscapes, gives an incredibly detailed picture of life in North America from 4,000 to 40,000 years ago. The Page Museum is visited by more than 250,000 people each year.

The **Petersen Automotive Museum**, one of the most carefully researched and vividly rendered museums of its kind, chronicles the influence of the car on all aspects of life in southern California in the twentieth century. Through its dioramas and special exhibitions of rare and classic passenger vehicles, trucks, and motorcycles, the museum dramatically illustrates technological and design inno-

vation as well as auto-related highlights from Los Angeles history. Attendance in 1996–1997, the Petersen Museum's third full year of operation, was 140,000.

The Spanish colonial style mansion that houses the **William S. Hart Museum**, in Hart Park in the City of Newhall, was once the home of the silent screen star, director, and scriptwriter famed for his portrayals of Western heroes. Hart's personal effects and movie paraphernalia are displayed in the museum's comfortably appointed rooms along with treasures from his collection of Native American and Western American art. Each year, more than 171,500 people visit Hart Park and Museum.

Research and Collections

The Natural History Museum's programs of research and collection center on objects and specimens relating to twenty-one disciplines. The various collections range in size from the relatively small but unique holdings in ethnology, to those of, for example, birds and Rancho La Brea materials, which are of worldwide significance in their size and scope. The collections are maintained by a staff of 50 specialists, including 19 curators—each with responsibilities for research, collection growth, and interpretation.

The **History Program** is based on two important collections dealing with United States history.

■ The material culture collection of more than 500,000 objects, one of the largest of its kind, is unique in its diversity and its wide representation of objects and artifacts from the American past as well as its focus on California and Southwest history; the collection documents and supports exhibitions in several major halls in the Exposition Park building.

■ The Seaver Center for Western History Research, a library of manuscripts, books, maps, photographs, and other exhibit and research materials, includes more than 1 million records relating to the history of the American West; it is an important resource for scholars as well as filmmakers and others involved in documentary and educational projects.

The scholars of the History Program include an expert in Hispanic exploration and settlement of the Pacific Coast in the eighteenth century and a historian documenting the economic, social, and political life of southern California during the last 150 years.

The **William S. Hart Collection** includes the furnishings of his home, an important collection of weapons, Western American and Native American art and artifacts, and papers, documents, and photographs relating to his stage, film, and ranching careers. Hart's papers and records form an important reference collection in the Exposition Park museum's Seaver Center; his personal effects and many of his art treasures remain in place in his home and its outbuildings in Hart Park, where they can be enjoyed by the public.

The **Transportation Collection** includes more than 150 cars, trucks, and motorcycles built between 1897 and the present as well as a number of artifacts related to the history of road travel in the United States and a large collection of books, journals, and photographs on the history of the automobile. The collection supports the exhibits and programs at the Petersen Automotive Museum; the historians who maintain the collection are experts in the maintenance and conservation of antique vehicles.

Two collections are at the core of the **Anthropology Program**.

■ The archaeology collection consists of about 150,000 objects from sites of human occupation around the Western Hemisphere and represents cultures tracing back as far as the Paleo-Indian Period (12,000 years ago); its materials from Mexico and Central and South America enrich a major hall on pre-Columbian cultures in the Exposition Park museum.

■ The ethnology collection of about 34,000 artifacts produced by the native peoples of the New World, Oceania, Africa, and Asia is a particularly important resource on Native American cultures; both ancient and contemporary examples of the work of North American peoples are displayed in the Exposition Park museum's Times Mirror Hall of Native American Cultures.

Staff experts associated with the program include an ethnographer specializing in contemporary and traditional Zuni ceramics and an archaeologist studying the origins of human settlements in Peru.

The **Mineral Sciences Program** is centered on a collection of nearly 50,000 specimens of minerals, rocks, meteorites, and gems that, although worldwide in scope, is particularly strong in materials from California and in native gold, gem crystals, and colored gems. The collection ranks as the most important of its kind in the western United States. Significant specimens are on display in the Exposition Park museum's Hall of Gems and Minerals. The curator's research focuses on new or inadequately characterized minerals.

The museum's **Invertebrate Zoology Program** encompasses six extensive collections, including:

■ Four million crustacean specimens, a collection that ranks second in size in the nation only to the holdings of the Smithsonian Institution. Included is a particularly wide array of shrimps, lobsters, crabs, and related aquatic arthropods from the eastern Pacific Ocean. The curator specializes in freshwater branchiopods and deep-sea hydrothermal vent shrimps and crabs.

■ Another 4 million specimens of polychaete worms, the third largest collection in the world. Because marine worms are important indicators of the health of their sediment and seawater habitats, the museum's polychaetes are in wide use and are critical to national and international environmental assessments. The curator and collection manager are both experts in polychaetes.

■ A malacology collection that also includes 4 million specimens and is the largest of its kind in the western United States. The collection is particularly rich in mollusks from the eastern Pacific, from Alaska to Chile, and includes an important section of microscopic fauna. The curator is a specialist in deep-sea mollusks, in particular, hydrothermal vent limpets.

■ An echinoderm collection that is worldwide in scope and unparalleled in

its wealth of specimens from the eastern Pacific and parts of the western Pacific. The fauna of the Caribbean is also particularly well represented among the total of 600,000 specimens of brittle stars, sea stars, sea urchins, sea cucumbers, and related marine organisms. The curator is an expert on sea stars and allied animals.

■ An entomology collection with 5.3 million specimens of insects, spiders, and related arthropods from throughout the world. It is particularly rich in materials from the southwestern United States and the American tropics and includes one of the nation's best collections of ants, bees, and wasps as well as a major assemblage of butterflies and moths. The curator's research focuses on the phorids—tiny “ant-decapitating” flies.

■ More than 3.5 million specimens of fossil invertebrates documenting more than 600 million years of earth history. The sixth largest collection of its kind on the North American continent, it includes representatives of every major invertebrate group known from the fossil record as well as fossil organisms from all continents and geological periods.

At the heart of the **Vertebrate Zoology Program** are rich and diverse collections representing living and extinct animals of the world, including:

■ A vertebrate paleontology collection that focuses on Cenozoic specimens from western North America but also contains a small yet significant selection of dinosaurs. With more than 500,000 specimens, the collection is one of the largest in the world and includes some of the oldest recognized vertebrates as well as the remains of animals that became extinct less than 10,000 years ago. Among the staff are recognized experts in fossil mammals of East Africa; fossil vertebrates of Amazonia; fossil marine reptiles and fishes of North America; small fossil reptiles and mammals of California; and fossil marine mammals of the Pacific Rim.

The Rancho La Brea collection center includes a further 3 million specimens of fossil plants, invertebrates, and vertebrates retrieved from the asphalt deposits in and around Hancock Park over the last century; these materials make up the



world's largest collection of terrestrial fossils from the late Pleistocene and support the exhibits and educational programs of the George C. Page Museum of La Brea Discoveries. Research conducted on these holdings includes investigation of disease and injury in extinct mammals.

■ A collection of 7 million fishes, one of the largest and most comprehensive in the United States. Included are major holdings of marine fishes from the Pacific as well as sections of special or unique materials, such as fish eggs and larvae. The ichthyologists associated with this material include a specialist in sculpins and another studying sharks and other fishes of the eastern Pacific.

■ A collection of approximately 150,000

cataloged specimens of amphibians and reptiles, which is one of the top ten in the United States in size and significance. The coverage is global but is particularly strong for the southwestern U.S., Mexico, Central and South America, and Africa. In addition to specimens preserved in alcohol, there are significant ancillary holdings of skeletons, chromosome preparations, photographs, herpetological publications, and frozen tissue samples for DNA analyses.

■ A collection of birds, which with its 110,000 specimens, is the second largest in western North America; material from 80 percent of the world's genera, and 60 percent of the world's species, is included. It is particularly rich in birds

John R. Mulhern, President of the PetCare Division of Nestlé U.S.A., Inc., with Dr. Karen L. Goldstein, Chief Deputy Director of the Natural History Museum (right), and Deirdre Peterson, the museum's first Director of Corporate Sponsorships, in the exhibit *Cats! Wild to Mild*.

As national sponsor, Friskies PetCare Company (a part of the PetCare Division) provided significant underwriting for the exhibit's development as well as marketing and publicity support to augment the museum's own promotional efforts. As an added bonus, Friskies experts amused and astounded museum visitors during the exhibit with several special presentations demonstrating that house cats can indeed be trained.



from South America and Africa, and its holdings from parts of Uganda and Kenya represent areas that are now completely deforested. The collection, which is maintained by a curator whose specialty is avian evolution and a collection manager who is expert in the field identification of birds of North America, supports the Exposition Park museum's Ralph W. Schreiber Hall of Birds.

■ A mammals collection of 95,000 specimens that contains representatives of all of the orders and families of the world and includes the world's second largest assemblage of marine species as well as extensive holdings of bats and a large series of African and Central American mammals. The curator is an expert in the systematics and natural history of cetaceans.

The **Library Services Program** administers a collection of printed materials and ephemera, including almost 120,000 books and a greater number of periodical

volumes on natural history, history, and anthropology, the largest collection of its kind in California. The collection is particularly rich in material on Los Angeles and Southwestern history, including early judicial and electoral records. The librarians are specialists not only in library organization and management but also in computer literature searching and rare book bibliography.

Programs of Public Outreach

The Education and Exhibitions divisions work at all four facilities in the Natural History Museum complex to build bridges between the research collections and the owners of these collections—the public. The museum's professional educators and designers serve as interpreters, planning exhibits that use the collections and the expertise of our staff scholars to provide enjoyable learning experiences for visitors. The education staff also de-

Jesse Davis, a docent for the museum for the past 7 years (left), with Lori Garcia and her daughter Christi, who visited the Museum of Natural History with Christi's class from Pacific Harbor Christian School.

Mr. Davis and the other 460 docents and volunteers affiliated with the four institutions in the museum complex train intensively so that they can enrich a museum visit for visitors and in countless other ways enhance the impact of our programs and our care of collections.

velops and implements supplemental and enriching events—such as school tours, workshops and classes, lectures and symposia, outreach programs, and publications—that provide background information about nature and culture. The museum's public programs are the vehicle for curatorial contact with members, visitors, and students.

HIGHLIGHTS OF THE YEAR

The Dueling Dinosaurs represent two generous donations widely separated in time. The fossil bones were collected in the 1960s during expeditions funded by Museum Trustee, the late William T. Sesnon. The dramatic mounts of these bones that you see today have been made possible by Museum Fellows Dr. S. Jerome and Judith D. Tamkin, through their Tamkin Foundation. We are deeply grateful to these two families: they have provided not just a spectacular display but a hallmark signature for our entire museum.—Dr. James L. Powell, on the occasion of the unveiling of the Dueling Dinosaurs

Opening of the Dueling Dinosaurs.

The Museum of Natural History's newest fossil exhibit, the Tamkin Dueling Dinosaurs, was officially presented to the public on October 26, 1996, in conjunction with a major celebration, "L.A. Kids Day," organized by the television station UPN 13. More than 5,500 people attended the day-long party, which featured theatrical and musical performances, discussions of careers in television with UPN news anchors, and refreshments and prizes donated by seventy companies and organizations. Channel 13 later devoted one of the programs in its Emmy-winning series, *L.A. Kids*, to the event; the half-hour special, which included interviews with several museum staff members, focussed on giving 9- to 12-year-olds ideas for getting more out of a visit to the museum.

A new Discovery Center. The ability to provide enjoyable "hands-on" learning experiences for children has been a strength of the Natural History Museum's public programs; this strength is particularly evident in the Exposition Park museum's Ralph M. Parsons Discovery Center, which had its tenth anniversary in April 1997.

Building on the success of the Parsons center, the museum's Exhibitions and Education divisions began to create a fun-filled participatory exhibit space for the Petersen Automotive Museum during the report year. The new center, which opened to the public in November 1997, has been made possible by a \$1 million grant from the May Family Foundation. The May Family Discovery Center was created with elementary and junior high school children in mind, to enliven lessons about general physical concepts such as motion, force, and energy. But because it will also be attractive to families and to individuals with limited knowledge of cars, it is extending the appeal of a visit to the Petersen.

NSF support for Cats. In September 1996, the museum received notice of the award of National Science Foundation funding in support of our exhibit *Cats! Wild to Mild*; the grant of more than \$787,000 is the largest the museum has ever received for a temporary exhibition.

In addition to contributing to the educational mission of the museum, traveling natural history exhibits like *Cats*, which are rented to other museums, create a revenue base for many years and thus help to fund future programming. The cat exhibition opened in the Exposition Park museum in March 1997 and began its tour of North America in September.

Educational outreach. The Education Division's four outreach programs, which are staffed by specially trained volunteers, bring high-quality, interactive educational experiences to more than 17,000 people annually. Through the Elementary School Outreach Program, the museum offers classroom instruction in natural and cultural history topics, using artifacts and specimens from the museum's collections to add drama and interest. The Special Education Outreach Program serves children with special needs in their schools, hospitals, and care facilities. The Senior Outreach Program travels to nursing homes and convalescent hospitals with interactive programs designed to promote self esteem and stimulate socialization among elderly residents. And in a collaboration with the El Dorado Nature Center, the museum continues to reach out to schools in the greater Long Beach area with programs on North American mammals and California Native American life ways. Elementary School Outreach is underwritten by the Maxwell H. Gluck Foundation; the three other programs are operated under a generous gift from the S. Oschin Family Foundation.

Improvements to Hancock and Exposition parks. The museum continued to work with community groups and neighboring institutions on major improvements to the parks that are the sites of two of its facilities. A \$26 million renovation is underway in Exposition Park, the home of the Museum of Natural History as well as other cultural and sports venues. Among the first of the new landscaping, parking, lighting, and recreational projects to be completed there will be a park at the corner of Vermont Avenue and Exposition Boulevard; the natural history theme of the new "pocket park" gives an opportunity for the museum to extend its educational programming.

In Hancock Park, where the Page Museum, the Tar Pits, and the Los Angeles County Museum of Art are located, construction planned for the 1998–1999 fiscal year will result in \$10 million of improved landscaping, security, and paleontological and artistic elements.

Both the Exposition Park museum and the Page Museum will remain open during all phases of construction.

Apprenticeships for young scientists.

The Museum Research Apprenticeship Program (MRAP), funded by the National Science Foundation, each year provides twenty high school students with the opportunity to conduct collections-based research. Saturday orientation sessions in the spring prepare the students for intense work during the summer, when they collaborate with museum curators in formulating research projects and collecting and interpreting data. In 1997, the young scientists worked with vertebrate paleontologists, archaeologists, mycologists, and marine biologists from the museum's staff; several have continued their museum research after MRAP "graduation."

Information technology. During spring 1997, we installed a new telephone system and data communications network throughout the Museum of Natural History in Exposition Park. We also planned the installation of a wide-area network between the Petersen, Page, and Exposition Park museums; the network will allow all staff with access to computers to communicate with their museum colleagues and others via electronic mail and to have the resources of the World Wide Web at hand for use in their work.

The museum's own Web pages were dramatically improved during the report year: a major section on cats was created, to complement the museum's traveling exhibition on the subject, and at year's end new on-line exhibits on Africa and on dinosaurs were under construction. In the near future, a museum-wide administrative information system will be installed to allow more efficient and effective work on the part of many staff members and to provide better information for management and planning.

Fifty years of Ferrari. In 1997, the Petersen Automotive Museum mounted one of the largest museum exhibitions of Ferrari automobiles ever assembled. Sponsored by Ferrari of North America, *Ferrari at 50* traced the development of the celebrated road and race cars and included twenty-four outstanding examples from American collections. The exhibit was complemented by a display of advertising and factory images from the collections of Ferrari of North America as well as photographs of racing Ferraris taken by automobile photojournalist Tom Burnside.

Marketing spaces and sponsorships.

Some of the Marketing and Communications Division's success for the year is attributable to the appointment of experienced professionals in our Special Events and Corporate Sponsorships offices. Our experts who market corporate sponsorships made arrangements with a number of local and national companies that brought infusions of capital to the museum. The new director of special events and filming for the Exposition Park and Page museums expanded the scope of space rentals to include spectacular weddings and dinners as well as business meetings and film wrap parties; in addition the museums' various halls and galleries acted as sets for *Volcano*, *Spawn*, and other movies.

Petersen parties. Community interest in the Petersen Automotive Museum remained intense during the report year, and a number of high-profile special events were held in the galleries and meeting rooms. The calendar included car club gatherings, corporate dinners, and charity fund-raising events. In addition, the museum continued to be the chosen venue for a variety of other functions. The Petersen's central location and high visibility made it the logical choice for Chrysler Corporation's press introduction of the new Plymouth Prowler, and for Ted Turner's special preview screening of a television movie celebrating the Harley-Davidson motorcycle.

"Museum goes to the cats!" This headline from the *Daily News*, and numerous other light-hearted print and broadcast

notices and stories ("Meow Alert"—*Los Angeles Times*, "Purrfect for your students"—*United Teacher*, and "Catechism"—*San Diego Union-Tribune*, for example) accompanied the opening of the museum's exhibition *Cats! Wild to Mild*. Attendance at the Exposition Park museum during the exhibition's run was up 34 percent, in large part because of the positive media coverage of the show generated by the director of media relations.

Treasures of the collections. Curators, educators, and exhibit designers worked together to mount *Museum Treasures* at the Exposition Park museum in November 1996. The special exhibition features specimens and artifacts from the collections, each personally chosen by a curator or collection manager for its beauty, rarity, public appeal, or scientific or historical significance. On view now are such diverse items as Shirley Temple's tap shoes, a Gold Rush diary, and the 30,000-year-old skull of a pygmy mammoth. The museum plans to change the exhibited items at least once annually so that visitors can have an idea of the vast scope of the museum's holdings.

Museum stores. The Exposition Park museum stores were consolidated and renovated during the course of 1996–1997: in addition to the Gallery Store near our major changing exhibit hall, we now have the Explore Store at the North Entrance, with merchandise and books for adults, and the Dino Shop at the South Entrance, with educational gifts and toys for children. Our 1997–1998 goals include continuing to refine shop merchandising to provide better products and services for visitors.

Storage consolidation. Several branches of the museum worked to reorganize and consolidate stored collection items, supplies, inventories, and exhibition cases to eliminate the need for leased offsite warehouse space. The result of the intense 3-month effort was a savings of \$56,000 in 1996–1997 and an estimated \$135,000 per year savings in the future.

Human resources. The museum's new director of human resources came on board in April 1997, and the office was reorganized and a number of new pro-



Dr. Jon Kaswick, President of the Board of Directors of the Maxwell H. Gluck Foundation, and Linda Abraham, the museum's Chief of Education, in the Earthmobile with Marcus Flagg (front, left) and Chad Flagg, graduates of the traveling classroom's program of lessons in archaeology and ecology for elementary school students.

During the year, the Natural History Museum's Earthmobile and Seamobile, which are funded solely through the Gluck Foundation, brought science enrichment to more than 25,000 students in the Los Angeles Unified School District.

cesses instituted to provide better support and information for all museum staff. Our goals for 1997–1998 include issuing a new employee handbook, completing an extensive compensation study, and working to enhance benefits for all museum staff.

Hancock Park security improved. In May 1997, the museum's Operations Branch was responsible for improving daytime security in Hancock Park by instituting park patrols between the hours of 8 a.m. and 6 p.m. Meanwhile, museum staff continued to work on establishing long-term security standards for

the park and on assessing the need for additional patrols and procedures that may be required once the renovations outlined in the master plan are completed.

Extraordinary volunteers. In almost every phase of its operations, the Natural History Museum benefits from the talents, energy, and dedication of volunteers and docents. Volunteers are the mainstay of the touring and outreach programs at all four museums, and they also provide thousands of hours of expert and enthusiastic assistance with research, collections management, excavation, exhibition, membership recruit-

ment, and special events. In the report year, they contributed 85,330 hours of work to the institution.

We thank all of our volunteers—those who work behind the scenes as well as the members of the Docent Roundtable, the Museum Service Council, the Petersen Museum Pit Crew, the Page Museum Docent Associates, the Hart Park and Museum volunteers, and the Friends of Hart Park and Museum. A complete list of our 466 volunteers appears in the Annual Report section of the museum's page on the World Wide Web (www.nhm.org/annual_report).

Special Exhibitions

July 1, 1996, through June 30, 1997

Museum of Natural History, Exposition Park

In the Dark. Dart Gallery, through September 1996.

California Wetlands. Paintings from the California Art Club. Director's Gallery, through November 1996.

Sharks! Fact and Fantasy. Dart Gallery, November 1996 through January 1997.

Museum Treasures. Director's Gallery, opened November 1996.

Cats! Wild to Mild. Dart Gallery, opened March 1996.

Also on display in the ground and first floor galleries:

An Endangered Giant: The Delhi Sands Giant Flower-Loving Fly, case exhibit, opened June 1996.

The Unprecedented Tiger Paintings of Andy Lee, opened March 1997.

Petersen Automotive Museum

Harley Legends. Third floor galleries, opened November 1995.

Wood on Wheels: Photographs by Gayle Fann. Third floor galleries, opened July 1996.

State of the Art: 1905-1910. State-of-the-Art Gallery, through December 1996.

Children's Car Art. Third floor galleries, opened January 1997.

American Muscle Cars. State-of-the-Art Gallery, opened January 1997.

Arthur Drooker: Ten for the Road. Second floor galleries, through February 1997.

American Classic Cars. Grand Salon, through April 1997.

Ferrari at 50. Grand Salon, opened April 1997.

Photography of Tom Burnside. Second floor galleries, opened April 1997.

Photographs from the Collection of Ferrari North America. Second floor galleries, opened April 1997.

Paintings by Tom Schultz. Third floor galleries, opened May 1997.

Traveling Exhibitions

California Reptiles and Amphibians.

California Academy of Sciences, San Francisco, California, opened September 1996.

Genghis Khan: Treasures from Inner Mongolia.

Auckland Museum, Auckland, New Zealand, through July 1996.

Museum of New Zealand, Wellington, New Zealand, August through October 1996.

Canterbury Museum, Christchurch, New Zealand, November 1996 through January 1997.

Provincial Museum of Alberta, Edmonton, Alberta, Canada, opened March 1997

Masters of the Ocean Realm: Whales, Dolphins and Porpoises.

Nassau County Museum, Port Washington, New York, through January 1997.

Dallas Museum of Natural History, Dallas, Texas, February through May 1997.

Cincinnati Museum of Natural History, Cincinnati, Ohio, opened June 1997.

Sharks! Fact and Fantasy.

Ibaraki Nature Museum, Ibaraki, Japan, July through September 1996.

Rochester Museum and Science Center, Rochester, New York, opened February 1997.

Stones from Heaven:

Ancient Chinese Jade.

Mingei International Museum of Folk Art, San Diego, California, opened June 1997.

Philanthropy and the Natural History Museum

by Dr. James L. Powell

Today museums and other nonprofits operate with support from a complex set of donors and granting agencies—the tapestry of funding on which the Natural History Museum depends provides an example

PHILANTHROPY is not unique to the United States, but it certainly is far more highly developed in this country than in any other. And American philanthropy has a great tradition, exemplified by such givers as Andrew Carnegie, who said that “the man who dies thus rich dies disgraced,” and John D. Rockefeller, who over his lifetime gave away even more money than the \$1 billion that Ted Turner will give to the United Nations. But these luminaries are only the most visible of the millions of Americans, rich and not so rich, who give their money, their time, or both. It is no accident that this country’s nonprofit institutions are of such high quality and so highly regarded. Without philanthropy, few of these organizations would even exist; hardly any would have their present distinction.

Not-for-profit organizations by definition are formed to meet needs that cannot be profitably addressed by business and industry. To understand the importance of the nonprofit sector, and of the philanthropy that supports it, conduct a repellent thought experiment and imagine that all of our nonprofit institutions—our churches, universities, libraries, and social service agencies and many of our hospitals—were suddenly to disappear. Who would want to live in the country that was left? The people who give money or time to a charity or a nonprofit organization have made themselves part of a process that is absolutely vital to the fabric of our society and indispensable to the quality of our lives, and those of our children and grandchildren.

Philanthropy directed toward museums also has a long history. Indeed, the first museums were private collections, which their wealthy owners—proud of the cabinets of wonder that they had assembled—graciously allowed the public to see. This gave rise to the view that collections ought to be available to the general public rather than being hidden away, and that in turn led to the establishment of large public museums, to which individuals could donate their treasures. If these collections had remained in private hands, few great art and natural history

museums would exist. Thus philanthropy in the form of donations of collections is the bedrock on which the museums of the world are founded.

Not only did the great collectors of the eighteenth and nineteenth centuries donate works of art and natural history wonders, they also gave money generously. Often a family would, even over several generations, provide major funding for a particular museum. As family wealth has been subdivided among succeeding generations, these traditions appear to have become less strong. Today museums and other nonprofits operate with support from a complex set of donors and granting agencies. Let me illustrate the tapestry of funding on which the modern museum depends by citing examples from our own Natural History Museum.

PUBLIC SUPPORT

Although some museums receive the majority of their operating moneys from the taxpayers through a local or state government, most receive only a fraction or none at all. Among the large museums of art and natural history, all—even the Smithsonian, which receives federal dollars through Congress—rely on extensive private assistance. The two museum complexes headquartered in Exposition Park, the Natural History Museum and the California Science Center (with its affiliated IMAX Theater and its sister institution, the California African-American Museum), receive operating funds from, respectively, the County of Los Angeles and the State of California, but each raises a great deal of private money as well.

A fact of life when receiving funding through a government agency—federal, state, county, or municipal—is that an institution must reapply each year, with concomitant uncertainty and the possibility of budget reduction. Indeed, a few years ago the Natural History Museum had its budget from Los Angeles County greatly reduced. In July 1994, however, the county and the museum’s foundation signed an agreement that obligates the county to fund the museum at the 1994 level of support (about \$9 million), plus factors for inflation, for each year until

2019. Our thanks go to the Los Angeles County Board of Supervisors who unanimously passed this agreement, and to the trustees of the museum who drew it up with great skill.

Stable funding from the county provides the security that is necessary to allow us most effectively to raise money from the private sector. Indeed, our agreement with Los Angeles County specifies that the museum foundation must raise 80 percent of the amount provided by the county. In the first three years in which the agreement has been in effect, the foundation has raised 169, 138, and 135 percent of the county contribution.

BOND MEASURES

Another kind of public support for the museum comes every now and then from the action of voters. In 1992, and again in 1996, the citizens of Los Angeles County approved bond measures designed to benefit parks and cultural institutions. The 1992 measure approved \$5 million for refurbishment of Hancock Park; the 1996 one included \$5 million for improving the galleries and facilities of the Exposition Park Museum of Natural History. These infusions of capital allow us to make improvements that would otherwise be out of reach.

ENDOWMENT

The most successful nonprofits have endowments—generally built up over decades—that provide a significant portion (as much as one-quarter or more) of their annual operating funds. The advantage of an endowment is that, if managed correctly, it is a perpetual source of revenue and one that can be predicted in advance. Endowment funds provide an important cushion of money that does not have to be raised or competed for each year: no institution could ever have too much endowment.

The key concept of an endowment is that the moneys are to be invested and the proceeds to be spent in such a way as to preserve the purchasing power of the endowment over the long term. In this way, current and future generations benefit from the endowment to approximately the same degree. Most endowed

institutions achieve equity across generations by specifying a spending rate—the amount that is to be used annually expressed as a percentage of the total endowment; spending rates average about 5 percent. In other words, an institution with an endowment of \$100 million could prudently spend \$5 million annually and still maintain the same level of support from the endowment to operations over time.

The logic of the 5 percent figure is as follows: historically, the value of stocks has increased by about 10 percent annually, an amount that is large enough to cover a spending rate of 5 percent and a reduction in purchasing power due to inflation of another 5 percent. Lately the total return on stocks has been higher than 10 percent, while inflation has been running at less than 5 percent, with the result that endowments have generally grown larger, sometimes far larger.

The endowment of the Natural History Museum derives in part from the generosity of private foundations, such as the Hearst Foundation, which has given \$400,000 to endow the museum's educational programs. However, essentially all of today's endowment principal is the result of a single gift. In 1976, Trustee Otis Booth, Jr., then chairman of the Natural History Museum Foundation's board, gave the museum some \$375,000 in shares of a retailer, at that time partly owned by a then little-known company called Berkshire-Hathaway. A few years later, the two companies were merged. Berkshire-Hathaway is now widely recognized as the investment vehicle for this century's pre-eminent investor duo, Warren Buffett and Charles Munger. Our endowment has grown commensurately with Berkshire-Hathaway's astounding 23 percent long-term annual compounding rate.

PRIVATE FOUNDATIONS

The keystone of American philanthropy is the private foundation. Established with an initial sum of money, often from the estate of an individual, a foundation is obligated by law to give away annually 5 percent of its assets according to the purposes for which it was chartered. Some foundations are focused on specific needs;

others, especially the large ones like the Ford Foundation, have a broad panoply of programs. American tax and estate law makes it possible and advantageous (even for those who are well off but not wealthy) to establish foundations, and many families have done so, leading to the creation of thousands of small, often focused, private foundations, a number of which contribute generously to the Natural History Museum.

The larger foundations that support our type of museum also tend to help other kinds of organizations and to have competitive programs. Typically, a foundation will indicate in its annual reports, and through conversations with its program officers, the areas in which it is willing to consider providing funding. Based upon this guidance, an institution prepares and submits a proposal describing a suitable project for which it seeks support (sometimes this is a two-step process, with a preliminary proposal followed by a revised final one). The staff of the foundation reviews and ranks the proposals submitted; the foundation's board then makes awards to those institutions whose proposals have survived this rigorous process. The Natural History Museum has received awards from many Los Angeles, California, and national foundations; the locally headquartered Ahmanson, Gluck, Keck, Parsons, and Weingart foundations have repeatedly found value in our programming.

CHARITABLE GIVING often requires not just diligent investigation and oversight but extraordinary imagination as well. One of the most innovative projects undertaken by this museum has been underwritten by the Maxwell H. Gluck Foundation, headed by Mrs. Muriel Gluck and now by Dr. Jon Kaswick. Our Gluck experience provides an excellent illustration of how some foundations, instead of soliciting proposals, develop their own programmatic ideas and then look for appropriate institutions to implement them.

Mrs. Gluck had noticed that school transportation budgets are so low that many children have no way of getting to the museums of a large city like Los Angeles with their classes. She conceived the

idea of bringing the museum to the children and approached our chiefs of exhibits and education, asking them to prepare a proposal for a traveling museum. We did so, and the Gluck Foundation responded with a grant of \$1.3 million.

Inside the semitrailer of the resulting Earthmobile is a simulated outcrop in the Santa Monica Mountains, which so few Angeleno children can actually visit first hand, with associated realistic archaeological experiments for students to conduct under the guidance of a trained instructor. One good idea generates others, and soon the Gluck Foundation made an award to this museum for a Seamobile, and to the Los Angeles County Museum of Art for a Maya Mobile. Since the inception of our traveling museum program in 1991, over 115,000 school children have benefited. Meanwhile, this past fall, the Gluck Foundation generously awarded the museum \$1.2 million to cover the operating expenses of our mobile classrooms for the next three years.

GOVERNMENT AGENCIES

In the early 1950s, Congress established the National Science Foundation (on whose board I have served for twelve years) to underwrite programs of research and education in science. In the 1960s, two national "endowments" were established, one for the arts and one for the humanities (contrary to my earlier definition of endowment, neither has permanent assets, and each must annually reapply to Congress for budget). Whereas the NSF has received nearly unanimous bipartisan backing throughout its history, the NEA and NEH have become controversial, particularly since the Republican Congressional sweep in 1994, and their budgets have been reduced. Indeed, many conservative politicians would eliminate the two entirely, claiming that it is not appropriate for the Federal Government to support the arts and humanities.

Much of the opposition stems not from the endowments' tens of thousands of grants through the years to local orchestras and theaters, for community dance and art education programs, and for literature, history, and architectural

conservation projects but rather from NEA's awards to a few art exhibits in the 1980s that some viewed as obscene, and from NEH's cosponsorship of an attempt to provide a curriculum guide to American and world history for elementary and secondary school classes that has come under fire.

Although the Natural History Museum has applied for and won funding from the NEH, the science education programs of the NSF have been a more important on-going source of support for us.

The critical factor in the procedures of these federal granting programs is their reliance on rigorous peer review. Proposals for research and education projects are solicited, and applicants must follow detailed, strict guidelines. Those that pass an initial level of scrutiny are then ranked by panels composed not of agency staff members but of practitioners drawn from across the country. Experts from our staff frequently serve on such panels (recusing themselves in cases where we have submitted a competing proposal, of course). Most grants are "matching": to receive the federal money, the applicant must raise as much as \$3 from private sources for every dollar awarded through the grant. Typically, far fewer awards are made than proposals submitted, which results in only the very best being underwritten.

To receive a grant from one of these agencies, as the Natural History Museum did in the amount of more than \$780,000 from the NSF for our cats exhibit, means that an institution is operating at a high level of excellence. Such an award is in effect a seal of approval as well as a source of funding.

CORPORATIONS

The major shift in funding for nonprofits over the last two or three decades has been the increase in support from corporations. Previously, a number of corporations had charitable foundations, which operated more or less as do the private foundations that I described above; as the downsizing of the 1980s proceeded, however, many closed their foundation offices, and even those that were retained usually had their budgets greatly reduced. But as these reductions were taking place, more aggres-

sive nonprofits began to seek and to gain access to the marketing dollars of the corporations in the form of sponsorships.

COMPANIES OF ALL SIZES have come to see that association with a high-quality nonprofit institution adds luster to the corporate image and in many cases allows the opportunity to become more visible to a large number of people already interested in a certain topic related to the companies' lines of products or services. Thus the logic of drawing the support funds not from the office of corporate philanthropy but from the budget of the marketing department.

No modern museum would dream of trying to mount a major exhibition without corporate sponsors. Indeed, many—like the Natural History Museum—have full-time staffs seeking such assistance. One of the most successful and visible examples in our case was the generous underwriting from the Friskies PetCare Company as part of its agreement to be the national sponsor for the cats exhibit. Putting this sum together with the NSF grant meant that the museum had money to use in creating and publicizing *Cats* that we would otherwise not have had. The result? A wonderful exhibition and, with our sponsor's help with advertising, a dramatic increase in museum attendance during its showing in Los Angeles.

Not surprisingly, some people view the rise in corporate support for museums and other nonprofits such as public broadcasting stations as improper, fearing that cultural institutions will be unduly influenced in what they choose to exhibit and how they do so. Having overseen several corporate partnerships at the two different museums that I have served as president, I find this fear to be groundless in practice. In all the instances with which I am familiar, the approach to a corporation was made only after the subject for the exhibit had been chosen and after a great deal of planning and development had been done. The corporations were never asked what they would like to sponsor but rather if they would support a particular project as we had described it. None of the companies exerted any

artistic or scholarly control; all lent their considerable skill in marketing to the museum's educational endeavor. The Natural History Museum is proud of its sponsorships and grateful to our corporate partners for their willingness to work with the nonprofit sector.

DONATIONS OF SPECIMENS AND COLLECTIONS

As I noted above, most museums would not exist at all, or would be but faint shadows of themselves, were it not for past gifts of works, artifacts, and indeed whole collections. Though it is less common today for major natural history collections still to be in private hands and therefore possible as gifts to museums, this is demonstrably not the case with works of art and objects of cultural and historical significance.

Our museum continues to receive a steady stream of specimens and artifacts. In 1996–1997, for example, more than 100 donors presented us with approximately 34,000 objects, about a tenth of 1 percent of our total collection of over 35 million items and lots.

At least to the eye of this geologist, among the most beautiful specimens that we received in the past year were provided by Melvin S. Hinden. Mel, an enthusiastic mineral collector and museum supporter, worked with our mineralogy curator to acquire and then give us two superb specimens of peridot and what is one of the most striking examples of beautiful red rhodochrosite in any museum; these can be seen in our Hall of Gems and Minerals. For the Petersen Museum, we have received several gifts of fine automobiles; among the more recent were four pristine classic Porsches donated by Sanford C. Sigoloff. And Dr. and Mrs. Boyd W. Walker's gift of almost 4,000 Zuni fetishes is a wonderful addition to our holdings.

SUPPORT GROUPS

The museum's general members and its support groups make an important contribution to the annual fund through their dues, which in 1996–1997 totaled more than \$1.1 million. In addition, their involvement demonstrates that the museum

is esteemed by community leaders and vital to local residents.

Almost 12,000 people hold a general membership in the Natural History Museum; and the membership at the new Petersen Automotive Museum now stands at more than 1000. Members receive a host of benefits at our family of museums, but in surveys they indicate overwhelmingly that it is their desire to support the institution and the cultural life of southern California that spurs their joining and renewal.

The principal support group for the Natural History Museum is the Alliance Board of Directors, which came into being in the early 1960s. These dedicated volunteers put on our annual gala, the Dinosaur Ball, with great success; they also oversee the Fellows, a group of some 175 individuals and couples who give \$1,000 or more annually. The Alliance Board of Directors also has responsibility for the Business Associates, corporate leaders who fund the general operations of the museum with donations ranging from \$2,500 to \$10,000 or more. The annual dues of a group of car enthusiasts, the Checkered Flag 200, contributes to the programming at the Petersen Museum.

Together, the 500 individuals and companies in the Fellows, the Business Associates, and the Checkered Flag 200 contribute almost 40 percent of the museum's yearly revenue from membership dues.

TRUSTEES

The Natural History Museum has a board of trustees of 45 members, 15 of whom are governors appointed by the Los Angeles County Board of Supervisors. Together with the Board of Supervisors (through its appointees), the trustees are the governing body of the museum, chartered by law to see that it fulfills its mission of public service; I am the agent that the boards have hired to administer their policies and oversee the day-to-day management of the institution.

Museum boards today have a function that goes beyond governance and the responsibilities of a fiduciary—they are expected to give and to help get the resources upon which the museum depends. To this end, two years ago our board es-

tablished \$5,000 as the annual minimum gift for a trustee. Each of our members has met this obligation, and some have exceeded it. Several board members have been of invaluable assistance in opening doors to other funding opportunities. The trustees' leadership in giving and helping us make contacts will be crucial in our next capital campaign.

VOLUNTEERS

Among the most visible patrons of the museum are our volunteers, who donate a most precious gift—their time. For fiscal year 1996–1997, our 460 volunteers gave more than 85,000 hours to the work of the museum, saving us hundreds of thousands of dollars through their skilled efforts. They bring an enormous wealth of life experiences and training to their service, and their knowledge enriches and inspires not only the visitors that they contact but the museum staff as well.

THIS BRIEF ESSAY has shown some of the wide variety of sources from which a modern museum obtains the means to carry out its mission. We are grateful for the tangible gifts that our philanthropists make. However, the people who come forward with money for our annual fund or donations to our collections, with time to volunteer, with their membership renewals, and with sponsorships address more than our financial bottom line. They bring perspectives and expertise that we do not have; they offer considered opinions, bracing encouragement and critiques, and new ideas; and they invariably have a profound interest in collections and research and education. Our interactions with benefactors keep us from becoming insular in our views; they help us to refine our programs to reflect changing community needs and priorities.

Our philanthropists in effect engage us in a continuing dialogue about what is important to preserve from the past for the people of the future. Our patrons' belief in the museum and its mission reaffirms us in our work and underscores the importance of our society's ongoing commitment to nonprofit activities.

STATEMENT OF OPERATIONS

The Natural History Museum of Los Angeles County consists of two separate financial entities: the Los Angeles County Department of the Natural History Museum and the private, nonprofit Foundation of the Natural History Museum of Los Angeles County. The financial statement below demonstrates the level of funding developed and provided by each of these entities.

The year 1996–1997 was financially quite successful. We ended the year with a surplus in both the foundation and county operating budgets. At the same time, we

completed the process of reorganizing the museum financial staff as well as introducing new financial policies and procedures to provide better internal management and controls for the budget as well as better financial reports for the use of the museum's boards of Trustees and Governors. We began to develop county and foundation budgets in a joint manner so that we can most effectively apportion resources.

While a large portion of foundation revenue is derived from admissions and membership (\$2.75 million, including

about \$630,000 from the Petersen Museum), a significant portion also comes from grants, gifts, and contracts (\$3.31 million). We had unrealized net gains on our endowment of more than \$22.2 million, an unprecedented growth in endowment. Proceeds from a large insurance settlement allowed us to reduce the line of credit to a much more acceptable level. Our plans for 1997–1998 include using county moneys and past savings to refurbish the entire Exposition Park museum and to greatly improve customer service in all of our facilities.

Combined County of Los Angeles and Natural History Museum Foundation revenues and expenditures for the Natural History Museum of Los Angeles County
July 1, 1996, through June 30, 1997

Revenues

Admission fees	1,432,776
Investment income	996,996
Membership fees	691,212
Shops, cafeteria, museum use	1,425,521
Petersen Automotive Museum	1,697,622
Education, Exhibits revenues	487,642
Miscellaneous	2,479,339

Support

Restricted grants and contracts	2,351,100
Unrestricted gifts	965,094
County of Los Angeles appropriation	9,266,824

Total revenues

21,794,126

Expenditures

Public programs	2,090,820
Petersen Automotive Museum	1,877,125
Research and Collections	2,691,589
Restricted grants and contracts	2,422,517
Shops, cafeteria, museum use	1,144,648
Development	565,824
Administration and Operations	8,499,622

Total expenditures

19,292,145

Operating surplus

2,501,981

Grants and Contracts to the Natural History Museum

Active as of June 30, 1997

GETTY GRANT PROGRAM

\$9,000, Chief of Education, Multicultural undergraduate internships in education

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\$5,000, Don R. Reynolds, Canopy cryptogams in Viet Nam

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Ric Trent, Executive Publisher of WAVE Community Newspapers (right), Art Aguilar, who is Editor for the publishing group, and Marilyn F. Solomon, Governor and Trustee of the museum, in the exhibition, *AFRICA: One Continent, Many Worlds*.

WAVE committed during the report year to be an in-kind corporate sponsor of the Los Angeles showing of *Africa* and then created an insert featuring the exhibit for their 30 papers; their overprinting of 100,000 copies provided the museum with an attractive and educational souvenir brochure to give to museum visitors.

Mrs. Solomon organized and chaired an advisory council of community leaders to assist in planning for and publicizing the exhibit, which opened in October 1997.

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Sanford C. Sigoloff, Los Angeles
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 Kendall, Acting Curator for the
 Petersen Automotive Museum,
 in the Petersen's Grand Salon.

The Petersen's collection was
 significantly enhanced during the
 report year when Mr. Sigoloff
 presented the museum with three
 beautifully restored Porsches—a
 1955 Continental Cabriolet, a 1962
 356B Cabriolet, and a 1964 Carrera 2
 Coupe with a factory sunroof; in
 January 1998, he donated a fourth
 Porsche, a 1962 356B Roadster.
 These rare cars are slated to be a
 part of a major exhibition of
 important German automobiles, to
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Each year, emeritus curatorial scholars and the museum's more than 300 other honorary staff members study, add to, and care for collections on a volunteer basis.

Among emeritus staff currently active are, *from left, top*, Dr. Daniel M. Cohen, an ichthyologist and Chief Curator Emeritus of Research and Collections; Roy R. Snelling, an expert in bees, ants, and wasps; Robert J. Gustafson, who specializes in Hawaiian plants; and Julian P. Donahue, who studies moths and butterflies; *center*, Donald Chaput, Curator Emeritus in History, and

Dr. Camm C. Swift, an authority on freshwater fishes; *seated*, Dr. Fred S. Truxal, an entomologist who is Chief Curator Emeritus of Life Sciences, and Dr. Edward C. Wilson, Curator Emeritus and an expert in extinct corals and other marine invertebrate fossils.

Absent when this picture was taken were Dr. Hildegard Howard, Chief Curator Emerita of Science since 1961; Dr. Kenneth E. Stager, Curator Emeritus in Birds and Mammals for the past 22 years; Dr. Charles E. Rozaire, Curator Emeritus of Archaeology; Botanist

Dr. Gary D. Wallace, and Drs. John W. Wright and Robert L. Bezy, Curators Emeriti of Herpetology.

A complete list of the Natural History Museum's honorary staff members appears on the museum's Web page, at www.nhm.org/annual_report.

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Back cover: Boyd and Mary Evelyn Walker (seated), Dr. Robert J. Lavenberg, Deputy Director for Research and Collections, and Dr. Margaret Ann Hardin, Curator of Anthropology, with some of the larger Zuni fetishes from the collection of almost 4,000 of the carvings that the Walkers donated to museum during the report period.

Like Dr. Lavenberg, Dr. Walker (Professor Emeritus in Zoology at UCLA and a longtime Research Associate of the museum) is an ichthyologist; by applying his expertise in the life sciences to his interest in fetishes, he created a comprehensive and systematically documented collection that is unparalleled in its coverage of Zuni artists' ideas and works over the last three decades—an extremely dynamic period in the fetish carving tradition.

Produced as the March/April 1998 issue of *Terra*, the magazine of the Natural History Museum of Los Angeles County

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MARC CARTER, Photographic Portraits
DICK MEIER, Cover Photograph
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The Natural History Museum is proud of its long-standing accreditation by the American Association of Museums and of the recognition of the Natural History Museum Foundation by the IRS as a tax-exempt organization. The museum is committed to the highest standards of ethics in its programs, fund-raising, and relations with donors, members, and

vendors. If you have any questions or concerns about the museum's or the foundation's practices, please feel free to write or call the Office of the President during regular business hours at 213/763-3301. Also, the County of Los Angeles has established an Employee Hotline to report concerns of fraud or impropriety related to any County de-

partment or County-related organization. If you have any such concerns, please contact that office, which is open from 7 a.m. to 4 p.m., Monday through Friday, and may be reached by telephone at 213/974-0914 or by writing to 320 W. Temple Street, #380, Los Angeles 90012.



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Office of the Senior Vice-President for Development 213/763-3307

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General information: 213/763-DINO

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General information: 213/934-PAGE

Petersen Automotive Museum
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General information: 213/930-CARS

William S. Hart Museum
24151 San Fernando Road, Newhall 91321
General information: 805/254-4584

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PROGRAMS FOR MEMBERS
AND VISITORS

LECTURES & SPECIAL EVENTS

Lecture and booksigning

■ SECRET LIVES

Tibet and Its Hidden Practices

Saturday, March 14, 2 p.m., Petersen Automotive Museum

Alexandra David-Neel devoted her life to importing ideas of Tibetan Buddhism to the West. In 1923, the Paris-born Mme. David-Neel became the first European woman to enter the holy Buddhist city of Lhasa; at the age of 54 she became a Tantric lama. Before her death at age 101, she had been an opera singer, housewife, journalist, adventurer-explorer, and feminist and had authored twenty-five books

Join authors Barbara and Michael Foster for a lecture based on their book about this accomplished woman. *The Secret Lives of Alexandra David-Neel: A Biography of the Explorer of Tibet and its Hidden Practices* (Overland Press, March 1998) not only charts the career of Mme. David-Neel but explores the Tibetan mysticism that was so important in her life. A booksigning immediately follows the lecture. \$7 members, \$9 nonmembers, \$5 students with I.D.

Lecture

■ THE ELEPHANTS OF TARANGIRE

Sunday, March 15, 2 p.m., Jean Delacour Auditorium, Museum of Natural History

Many of Tanzania's elephants, which were formerly free roaming, have been compressed into Tarangire National Park because of heavy poaching in the country at large. For the past 4 years, Charles Foley, a Ph.D. candidate at Princeton University, has been investigating the effects of poaching on elephant society, specifically its impact on female behavior and reproduction. Elephants are long-lived, intelligent, and highly social animals, which form small, relatively stable family groups. Poaching destroys the basic fabric of their society, namely the strong relationships among individuals that are built up over many years.

Mr. Foley will describe his research on a group of elephants that

he has come to know; he will also discuss the specific pressures facing the African elephant and current efforts to conserve these magnificent animals. \$7 members, \$9 nonmembers, \$5 students with I.D. Cosponsored by the Los Angeles Zoo.

Lecture

■ GIANT GROUND SLOTHS

Saturday, March 28, 2 p.m., Education Classroom, Page Museum

Giant ground sloths were very visible inhabitants of the Los Angeles Basin at the end of the last Ice Age, and many became trapped in the Tar Pits. What do we know of these bizarre-looking extinct relatives of Central and South American living tree sloths? What did they feed on, with their simple peglike teeth, and how did they use their fearsome claws? Dr. Greg McDonald, paleontologist at the Hagerman Fossil Beds National Monument in Idaho and a longtime honorary staff member of the Page Museum, is the world's expert on ground sloths. He will discuss the migration of these incredible mammals north from South America, their lifestyles, and the reasons for their extinction. \$7 members, \$9 nonmembers, \$5 students with I.D.

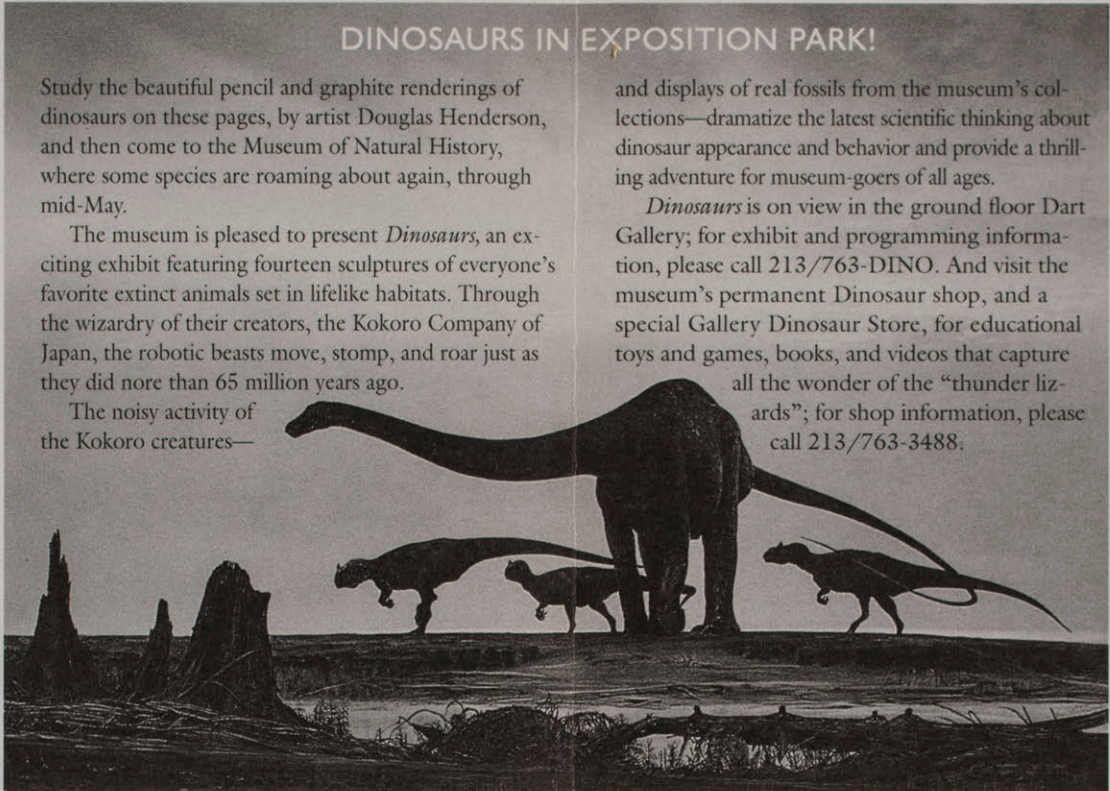
Lecture and booksigning

■ EMOTION IN ANIMALS

Sunday, May 3, 2 p.m., Jean Delacour Auditorium, Museum of Natural History

"To understand as far as possible, the source or origin of the various expressions which may be hourly seen on the faces of the men around us, not to mention our domesticated animals, ought to possess much interest for us." With these words, Charles Darwin concluded his book, *The Expression of Emotions in Man and Animals*. Published in 1872, 13 years after *The Origin of Species*, it explored the importance of nonverbal communications to all species; it was also the first scientific book in English to contain photographic illustrations.

Why has this book, a worldwide best seller when first published, been largely forgotten over the last century? This question will be addressed by Dr. Paul Ekman, Professor of Psychology at the University of California, San Francisco, and editor



Study the beautiful pencil and graphite renderings of dinosaurs on these pages, by artist Douglas Henderson, and then come to the Museum of Natural History, where some species are roaming about again, through mid-May.

The museum is pleased to present *Dinosaurs*, an exciting exhibit featuring fourteen sculptures of everyone's favorite extinct animals set in lifelike habitats. Through the wizardry of their creators, the Kokoro Company of Japan, the robotic beasts move, stomp, and roar just as they did more than 65 million years ago.

The noisy activity of the Kokoro creatures—

and displays of real fossils from the museum's collections—dramatize the latest scientific thinking about dinosaur appearance and behavior and provide a thrilling adventure for museum-goers of all ages.

Dinosaurs is on view in the ground floor Dart Gallery; for exhibit and programming information, please call 213/763-DINO. And visit the museum's permanent Dinosaur shop, and a special Gallery Dinosaur Store, for educational toys and games, books, and videos that capture all the wonder of the "thunder lizards"; for shop information, please call 213/763-3488.

of a new edition of the work, to be published this month by Oxford University Press. \$7 members, \$9 nonmembers, \$5 students with I.D.

■ THE ELEVENTH ANNUAL
INSECT FAIR

Saturday and Sunday, May 16 and 17, 9 a.m. to 4 p.m., Arboretum of Los Angeles County, Arcadia

The Insect Fair, the largest event of its kind in North America, features exhibits of living and preserved insects, demonstrations on how to make an insect collection, and displays about controlling household and garden pests. More than 60 exhibitors from all over the United States participate, and insect specimens, natural history books, and arts and crafts are sold and exchanged. The Insect Fair is presented by the Insect Zoo of the Natural History Museum and is free with Arboretum admission. For more information, contact the Insect Zoo by calling 213/764-3558, through facsimile at 213/744-1042; or by e-mailing to aevans@bcf.usc.edu.

ADULT FIELD TRIPS

■ A TASTE OF CLAREMONT

Saturday, April 25, 10 a.m. to noon

The charming town of Claremont, founded by the Santa Fe Railroad Company in 1887, features a microcosm of southern California architectural history, from lofty Victorian mansions and cozy Craftsman bungalows, to New England cottages and Spanish Colonial

Revival structures. Claremont's development has been shaped by the evolution of the "Oxford-style" Claremont colleges and the advent of the citrus industry, but it has never lost its small-town ambience. Our special tour, led by docents from Claremont Heritage, takes us through the historic "Village" area, where we will see the restored 1926 train depot, and then on to Pomona College, the oldest of the Claremont Colleges. Afterwards you may want to explore the various restaurants and shops located in the Village's center. Wear comfortable walking shoes for our trek through the past. \$15 members, \$20 nonmembers.

■ SHARK DIVE

Saturday, May 30, 6:30 a.m. to 5 p.m.

Children ages 8 and older welcome if accompanied by an adult

Join us on a breathtaking voyage into the mysterious realm of the blue shark. We will safely enter the water in the protected setting of a specially designed snorkeling cage to observe blue sharks in their natural environment off the coast of Catalina Island. Participants may even have the opportunity to assist researchers from the Southern California Marine Institute in their ongoing program of tagging juvenile blue sharks. Marine biologists from the Hydrosphere team and museum instructors will round out our day with presentations and workshops on shark behavior and natural history and on oceanography and navigation.

Masks and snorkels, children's wetsuits,

breakfast, lunch and two snacks are included; adults will need to provide their own wetsuits. Early reservations are needed for this very popular trip. \$100 members, \$110 nonmembers.

FAMILY FIELD TRIPS

■ TREASURES OF THE TIDE POOLS

Sunday, April 5, noon to 3:30 p.m.

Children ages 5 and older with accompanying adult

Marine biologist and museum educator Traci Watson will introduce your family to the tide pool environments along our coast. We will see the critters that live on and under the rocks and learn what happens to these communities when the tide goes out. Please bring a picnic lunch: we will enjoy some introductory tide pool trivia from Traci prior to getting our feet wet; you will also make a tide pool craft item to take home. \$20 members, \$25 nonmembers.

Family camping and fossil excavation

■ FOSSIL HUNTING AT
RED ROCK CANYON

Friday, May 1, through Sunday, May 3. Open to families with children of all ages

Discover the world of Miocene fossils on this trip to beautiful Red Rock Canyon. We'll search for fossils with museum curator Dr. Dave Whistler, the only paleontologist with a collecting permit for Red Rock Canyon. We'll also take nature hikes, learn about the unique geology of the region, and roast marshmallows around the evening campfire. Best of all, parents can relax while Helen Whistler prepares all three meals on Saturday as well as breakfast on Sunday. You provide transportation and camping gear, we'll take care of the rest! Arrive anytime after noon on Friday. Members: \$65 child, \$95 adult; nonmembers: \$75 child, \$105 adult.

■ WHAT'S BUGGIN' YOU?

Saturday, April 18, 9 to 11:30. Children ages 5 and older with accompanying adult

On our excursion to Leo Carillo State Beach, Insect Zoo Educator Sarah Thompson will introduce the wonderful world of bugs and demonstrate how to safely capture and release insects and how to identify them. We will learn about the variety of niches that insects occupy and how many are helpful to the environment and to us. You can bring a picnic lunch to enjoy after the program. Adult/child pair: \$30 members, \$40 nonmembers, 50% fee for each additional person.

FAMILY FUNDAYS

These family programs are free with museum admission for children ages 4 and older. No reservations are necessary, but space in some programs is limited, so please arrive early.

■ FUN WITH WORM FARMS!!!

Saturday, March 7, 1:30 p.m., Discovery Center, Museum of Natural History

Master Gardener Paula Cracas shows us how to make mini worm farms and tells what worms do to help us; you will take your own decomposer home with you!

■ DIGGING UP FOSSILS

Saturday, April 25, 1:30 p.m, Discovery Center, Museum of Natural History

Learn how to find and excavate fossils with Paleontologist Gary Takeuchi; then make your own piece of "amber" to take home.

■ CARS OF DREAMS

Saturday, March 14, 2 p.m., Artopia, Petersen Automotive Museum

Enjoy a 20-minute slide show where we'll look back at Detroit's Dream Cars of the 1950s and 1960s and then see what became a reality.

■ AUTOMOBILES TO CAR
MOBILES

Saturday, March 28, 2 p.m., Artopia, Petersen Automotive Museum

How does a picture of a car become a car mobile? You'll make one and then take it off to catch the air currents in your house.

■ FUN MOVES ARE THE SAFE
MOVES!

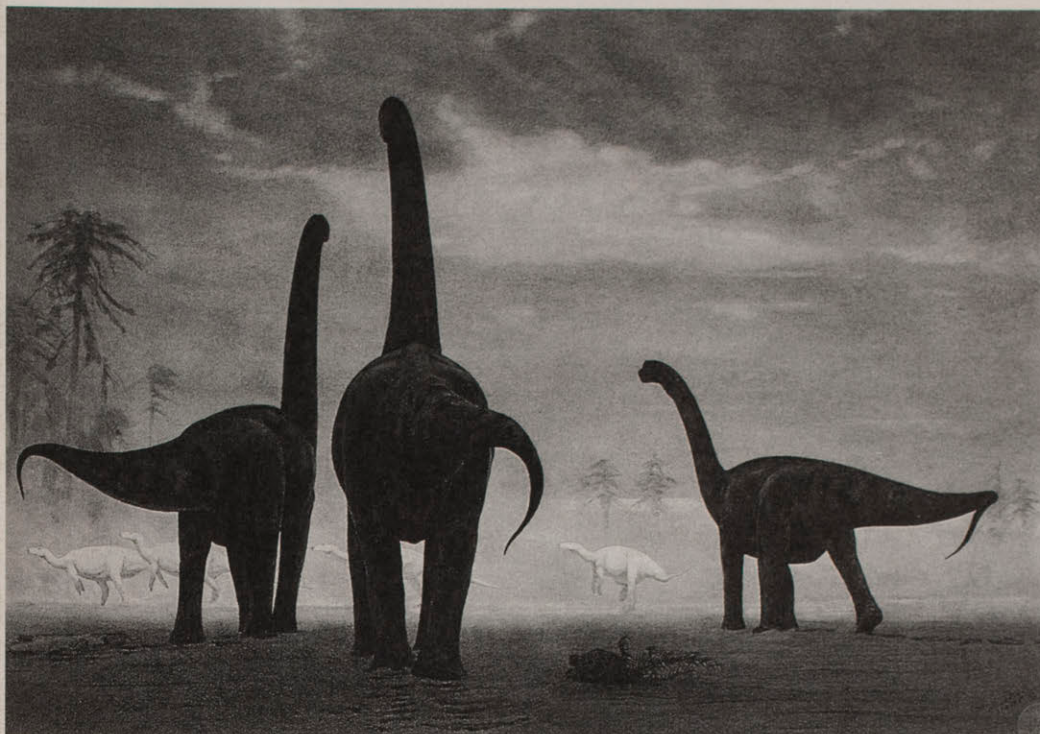
Saturday, April 11, 11 a.m., Artopia, Petersen Automotive Museum

Learn how to be traffic smart on the Safe Moves City course, and take home a prize as well as booklets with life-saving tips.

■ CAR CLIP ART

Saturday, April 25, 2 p.m., Artopia, Petersen Automotive Museum

Find out how to turn a plain old clothespin into a cool kitchen magnet. Then take one home to hang on your refrigerator.



Camarasaurus and *Camptosaurus*. © 1985, Douglas Henderson.

a *Tyrannosaurus rex* or next to an African elephant. Youngsters will participate in a night of special activities designed to enable them to earn patches and badges. Preregistration is necessary, and available dates are limited; please call 213/763-3534 for more information.

■ COWBOY CAMPOUT AT HART RANCH

Overnight, Saturday, June 27, to Sunday, June 28, 6 p.m. to 8 a.m. Hart Park, Newhall. Children ages 5 and older with accompanying adult

Calling all cowboys and cowgirls! Be among the first to spend an exciting night at the William S. Hart Park. We will take a special hike around the ranch with naturalist Peter Rice and learn about some amazing night creatures. We will also meet the domestic farm animals that live at the ranch, get a special

tour of the Hart Mansion, and make s'mores around the campfire while listening to wrangler legends. Participants must bring their own tent, sleeping bags, and air mattresses. \$40 members, \$50 nonmembers.

Coming this spring

■ DINOSAUR DISCOVERY SCHOOL

Classes for preschool-aged children accompanied by their parents

Bring your preschoolers to the Museum of Natural History for classes designed just for them. We will cover topics of great interest to three-, four-, and five-year-olds, from dinosaurs to insects to marine life. Classes will be offered on Mondays in the museum's Discovery Center. Preregistration is necessary; please call 213/763-3534 for more information.

The Natural History Museum exists to advance knowledge and to enable people of all ages, backgrounds, and interests to understand and appreciate their natural and cultural heritage. The museum assembles, conserves, interprets, and holds in trust collections of irreplaceable objects from nature and human history. These collections reveal the history of the Earth and the evolution and diversity of life and culture. They sustain programs of research, exhibits, education, and publication.

Natural History Museum of Los Angeles County
World Wide Web: <http://www.nhm.org>

■ Museum of Natural History, Exposition Park
900 Exposition Blvd., Los Angeles 90007
General information 213/763-DINO

■ George C. Page Museum of La Brea Discoveries
5801 Wilshire Blvd., Hancock Park, Los Angeles 90036
General information 213/934-PAGE

■ Petersen Automotive Museum
6060 Wilshire Blvd., at Fairfax, Los Angeles 90036
General information 213/930-CARS

■ William S. Hart Museum
24151 San Fernando Road, Hart Park, Newhall 91321
General information 805/254-4584

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TERRA (ISSN 0040-3733) is published bimonthly by the Natural History Museum of Los Angeles County and sent as a benefit to museum members. ■ Produced by the Publications Office, Museum of Natural History, 900 Exposition Boulevard, Los Angeles, CA 90007. ■ For membership information, visit the Membership Office at the Museum of Natural History in Exposition Park or call 213/763-3426. ■ Copyright 1998 by the Los Angeles County Museum of Natural History Foundation. All rights reserved. Reproduction by any means in whole or in part without permission is prohibited.



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Natural History Museum of Los Angeles County
Exposition Park, Los Angeles, California 90007



■ THE PALEONTOLOGY OF PALOS VERDES

Saturday, April 25, 9:30 a.m. to noon.

Children ages 5 and older accompanied by an adult

Spend the morning screening for marine fossils with the museum's own model maker Joe Cöcke. We'll learn about the paleontology and geology of San Pedro and the Palos Verdes Peninsula as we search for fossils along this beautiful portion of our coastline. Mr. Cöcke will help us identify the specimens we discover and teach us to record our finds just as real museum scientists do. Pack a lunch for a picnic following the program. Participants provide their own transportation to the site. Adult/child pair: \$30 members, \$40 nonmembers, 50% fee for each additional person.

An evening hike

■ NIGHT LIFE IN THE MOUNTAINS

Saturday, May 2, 6:30 to 9:30 p.m. Children ages 8 and older accompanied by an adult

Naturalist Peter Rice leads us into the Santa Monica Mountains, to explore the varied mountain terrain, sample edible plants, and discover the busy night life of the wildlife of Escondido Canyon. After sunset, we will study the Milky Way and hear stories of the Chumash Native Americans. The hiking is easy to moderately difficult. \$20 members, \$25 nonmembers.

FAMILY PROGRAMS

■ STUCK ALL NIGHT AT THE TAR PITS

Overnight, Saturday, May 9, to Sunday, May 10, 7 p.m. to 8 a.m. Page Museum.

Children ages 5 and older with accompanying adult

Come and spend an exciting night of gooey activity at the Tar Pits. Take a flashlight tour of the museum, cast a few fossils to take home, and meet some real wild animals! We will also create a special gift for Mother's Day. An evening snack and a light breakfast are included. Participants must bring their own sleeping bags and air mattresses. \$40 members, \$50 nonmembers.

■ INHABIT OUR HABITAT

Saturday, April 4, 10 a.m. to noon, Museum of Natural History. Children ages 5 and older accompanied by an adult

Our Exposition Park museum has some of the finest dioramas of wildlife of any museum in the world. Joe Cöcke, Model Maker from our Exhibits Division, leads this special tour of our Halls of North American, African, and Exotic Mammals and explains how the wonderfully realistic scenes are re-

searched, designed, and created. After the tour, you will make your own model habitat to take home. \$10 members, \$15 nonmembers.

A new option

■ SCOUTING GROUP SLEEPOVERS

Beginning this spring, your scout troupe can enjoy an exciting night at the Museum of Natural History, sleeping under

PUBLIC PROGRAMS RESERVATION FORM

■ **By telephone:** Use your MasterCard or VISA. Call the Education Division at 213/763-3534, weekdays, 8 a.m. to 4 p.m. Credit cards are accepted only with a minimum charge of \$20.

■ **By mail:** Complete the form below, fill in the charge information or enclose a check payable to Museum Foundation, and return your order form and payment with a self-addressed, stamped envelope. The form may be duplicated. Mail to: *Education Division, Natural History Museum, 900 Exposition Boulevard, Los Angeles, CA 90007*

■ **Important: Reservation, Waiting List and Refund Policies.** Preregistration is required for all classes, workshops, and field trips and is recommended for all other Education Division programs. Tickets to auditorium events may be purchased at the door on a first-come, first-served basis; seating is not reserved. Reservations are not necessary for Family Fundays. Applicants for filled programs will be placed on a waiting list and contacted if vacancies or rescheduling occur. If you have paid for a filled program, your payment will be refunded in 4-6 weeks.

Cancellations must be made at least 6 business days prior to the first day of an event for the registrant to be eligible for a partial refund. No refunds can be given for cancellations made in the 5 days before the event.

Dates and times of programs are subject to change, and class sizes are limited. Please call 213/763-3534 weekdays between 8 a.m. and 4 p.m. to verify program dates, times, and availability.

■ **Special Assistance Available.** If you wish to attend a museum event and require auxiliary aids or services, please contact the museum's Americans with Disabilities Act (ADA) Compliance Officer at least three (3) business days prior to the event. The ADA Compliance Officer may be reached by telephoning 213/763-3417 (voice) or by calling that number via California Relay Service at 800/735-2929 (TTY).

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Total Remittance

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